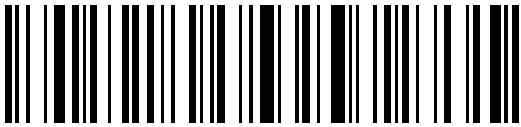


MAKE WAY FOR 2D MARKS



1D barcodes were invented in 1948 and are based on Morse code

Global barcode standards, set by GS1, drive universal acceptance

1D barcodes have a 20 character maximum which limits usefulness in today's world

A great run, but it's time for an upgrade to 2D

Enter 2D barcodes!

A "matrix code"

Geometrical designs of dots, squares, hexagons or other shapes



2D barcodes can hold 7,000+ characters

Consumers are hungry for more product information

With 2D barcodes, you can give them

- sourcing details
- nutritional info
- how-to videos

Store **pertinent information** directly in the 2D barcode

2D barcodes let you track products at any point along the supply chain, improving traceability and recall readiness

Products tell their own story with a 2D barcode

With 2D marks data is stored vertically and horizontally

with media rich references and product details



Scan

to get the full story on our blog

The retail transition to 2D barcodes is coming fast under the GS1's Sunrise 2027 program

 **Matthews Marking Systems**
matthewsmarking.com

The time to get ready is now — and we can help